

**BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

Meeting Date: JULY 20, 2005

Division: TDC

Bulk Item: Yes X No

Department:

Staff Contact Person: Maxine Pacini

AGENDA ITEM WORDING:

Approval of a policy change to be reflected in the Monroe County Tourist Development Council Operations Manual relating to Tourist Development Council Board Member Travel.

ITEM BACKGROUND:

TDC approved same at their meeting of March 8, 2005.

PREVIOUS RELEVANT BOCC ACTION:

CONTRACT/AGREEMENT CHANGES:

Amendment to TDC policy

STAFF RECOMMENDATIONS:

Approval

TOTAL COST:

BUDGETED: Yes X No

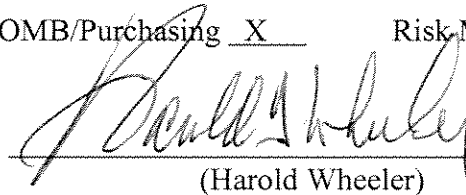
COST TO COUNTY:

SOURCE OF FUNDS: TDC

REVENUE PRODUCING: Yes X No **AMOUNT PER MONTH** **Year**

APPROVED BY: County Atty X OMB/Purchasing X Risk Management X

DIVISION DIRECTOR APPROVAL:


(Harold Wheeler)

DOCUMENTATION: Included X Not Required

DISPOSITION:

AGENDA ITEM #

THE THIRD CENT-BUDGET AND EXPENDITURES: It is the intent of the MCTDC and the Board of County Commissioners, that third-cent revenues be for discretionary use, by the district in which the revenue is raised, to enhance and support the specific tourism development efforts of the district.

MCTDC recommendations, to the Board of County Commissioners, for expenditure of third-cent revenues shall, in all cases, be based upon the needs of the specific district, as expressed by the district's designated representatives. The recommendations shall, in all cases, represent a consensus of the council on the most cost-effective means of fulfilling the district's expressed tourism-development goal.

It takes a two thirds vote by the TDC to release contingency funds in the Third Penny. 9/26/90

After the five percent contingency fund and three percent for administrative costs are set aside from the total third-cent budget, the balance is divided, by district percentage, into five separate district accounts. The funds in these accounts may be used by the respective districts for any purpose allowed by Florida Statute 125.0104, that is consistent with the district third-cent plan and the overall tourism development plan.

UTILIZATION OF THIRD PENNY ADMINISTRATIVE RESOURCES: After April 1st within each fiscal year budget, a District Advisory Committee may recommend to the TDC the utilization of Administrative Resources to be transferred to augment their District Advertising Campaign for the balance of that fiscal year.

Any percentage changes resulting from the above transaction, will not be carried forward to the next year's budget. The next year's budget will revert back to the original percentages established and approved by the TDC. 5/12/98

The District Advisory Committee shall address this issue as a separate item each fiscal year.

Since the Third Penny budget is reserved for specific tourism development efforts of each of the districts, the BOCC reserves the final decision as to approval or rejection of those efforts on an individual basis.

TRADE SHOW/PROMOTIONAL TRAVEL: Defined as travel performed to domestic and international trade shows, and other promotional opportunities, for the purpose of promoting and advertising tourism to the Florida Keys and Key West. 10/25/90

Trade shows and promotions shall be attended by the Sales & Marketing Coordinator with assistance, as required, provided by the Administrative professionals under contract to the TDC.

Ordinarily, if TDC board members attend a trade show, they shall do so only as a board member, for educational purposes. Board members travel will be limited to the ~~State of Florida~~, continental United States, *one TDC member per trade show event*, and expenses will be charged to board member travel. ~~If a member of the TDC is a qualified trade show~~

~~professional, acting as TDC trade representative, these expenses will be covered under trade show budget.~~

A TDC Board member's travel would be requested and approved in advance by the TDC.

A listing of all appropriate trade shows and other promotional opportunities for the Florida Keys and Key West shall be compiled for review and approval by the TDC's Sales & Marketing Representative. 10/25/90 The final approved Sales & Marketing Budget & Plan shall be reviewed and approved by the TDC within the Marketing Plan. The budget & plan shall then be submitted to the County Commission for approval as a part of the annual budget package.

When a change to the Sales & Marketing budget and plan is made by the TDC, as long as the budget total does not increase, the change shall be noticed to the BOCC but shall not require approval for implementation. This will permit the TDC to take advantage of last minute sales opportunities not originally incorporated into the Marketing Plan.

Amendments to the Sales & Marketing budget and plan that require a budget increase, also require approval by the BOCC prior to implementation.

Any representative acting on behalf of TDC at TDC trade show/promotions, who finds it necessary to incur incidental expenses to enhance the TDC's representation at the promotion, must inform the TDC Administrative Office of such expenses within three (3) days of return of said show. ~~Expense vouchers must be submitted to the TDC Administrative Office within five (5) business days following return to official headquarters.~~

All invoices relating to trade show/promotion expenditures shall bear the TDC's official address;

P.O. Box 866; 1201 White St., Suite 102
Key West, FL 33041-3328.

UMBRELLA TRADE SHOW EVENTS PROCEDURES: TDC funding from the specific Umbrella should be allocated to cover trade show registration and booth related costs and also to cover the travel related expenses of up to two (2) umbrella professional representatives to attend these promotional functions.

Wherein the travel and travel related expenses of the representatives are covered under TDC funding, the Umbrella shall ensure that no private business shall be promoted in the manner of collateral, business cards, or other related business materials.

TDC sales staff will attend said show(s) on behalf of the TDC with appropriate expenses coming from the TDC sales budget. (12/11/96)

TRAVEL VOUCHERS:

The procedure for completion of travel vouchers is as follows:

1. Please type or print as clearly as possible.
2. Use mileage chart supplied in this manual by Monroe County. As of **February 25, 2004** the State of Florida approved Travel Ordinance (004-2004) to increase mileage allowance to **40¢** per mile. Approved by the Governor of the State of Florida 2/25/04.
3. a. Meal reimbursement: (receipts not required)
 - (i) \$6.50 if travel begins before 6:00 a.m. and extends beyond 8:00 a.m.
 - (ii) \$13.50 if travel begins before 12:00 p.m. and extends beyond 2:00 p.m.
 - (iii) \$27.00 if travel begins before 6:00 p.m. and extends beyond 8:00 p.m.
4. Fill in back of voucher only if airline was used. Credit card vouchers are not acceptable as receipts.
5. Complete original receipts and tickets must be provided. Credit card vouchers are not acceptable as receipts.
6. A boarding pass must accompany voucher or a notarized statement that
 - (a) The airline did not provide one.
 - (b) The boarding pass was lost.
7. Amounts must be clearly legible on all receipts and tickets (dates also).
8. If there are no requests for hotel or meal reimbursements on any given travel day, please explain.
9. Please attach any notes necessary to make processing as expeditious as possible.
10. Dates should clearly correspond to reimbursement requests from any given day.

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MEMORANDUM

DATE: February 25, 2005
TO: Monroe County Tourist Development Council
FROM: Harold Wheeler, TDC Director
RE: TDC Board Travel

Chairman Babich has suggested that one of the ways board members may be more involved in understanding TDC operations is to travel to some of the sales trade shows. Board travel is currently limited within the State of Florida.

The recommendation is to eliminate the restriction of travel by TDC board members within the State of Florida and also eliminate the ~~strike-throughs~~ and add the verbiage so noted in *italics* within the existing policy.

If a TDC board members attends a trade show, they shall do so only as a board member, for educational purposes. Board member travel will be limited to the ~~State of Florida~~ continental United States, *one TDC member per trade show event*, and expenses will be charged to board member travel. ~~If a member of the TDC is a qualified trade show professional, acting as TDC trade representative, those expenses will be covered under trade show budget.~~

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